



U.S. Commercial Service Trade Fair Certification

What are the Benefits of Certification?

- Conveys that the show is an excellent opportunity for U.S. firms to market their goods and services abroad.
- Provides recognition that the U.S. show organizer/agent is a reliable firm capable of effectively recruiting, managing, and building a U.S. pavilion or organizing a group of U.S. firms at a particular fair.
- Signals U.S. Government support of an event to potential exhibitors and visitors, to the host country government and business community leaders, and to foreign buyers/attendees.
- Provides additional confidence for and increases participation by new-to-market, infrequent, and small exporters.
- Arranges organizer support services from the Commercial Service in Washington, trade specialists at more than 70 Domestic Offices in U.S., and staff in over 130 Commercial Service posts at U.S. Embassies/Consulates overseas.
- Identifies the certified organizer's area as an official government supported U.S. pavilion for U.S. exhibitors.
- Provides U.S. exhibitors with helpful contact facilitation, market information, counseling, and other services to enhance their marketing efforts.
- Frees up post resources from recruiting, exhibit arrangements, and show logistics to providing direct in-country assistance, advocacy, market research, contacts, and other efforts to increase U.S. sales.
- Can increase organizer revenues by providing additional promotion and exhibitors.
- Standardizes CS support worldwide, unifies U.S. participation, and institutionalizes organizer and CS responsibilities.

How to Qualify

- File a complete application nine months ahead of the scheduled show opening. Application will not be considered complete unless accompanied by proof that the applicant has booked space with the fair owner/authority. Certification is for one show only.
- Have the capability to organize, recruit, and manage a successful U.S. group exhibition at foreign fair. Organizer must have a full-time, qualified sales/service operation/agent located in the U.S.
- Provide a company contact in the U.S. to work with the Trade Fair Certification (TFC) staff and Commercial Service overseas. The organizer contact must ensure that show logistics, planning, business information office (BIO) needs, booth and pavilion decorating, signage, embassy support services, VIP arrangements, etc., are closely coordinated in advance with the post.

- Provide exhibitors with services such as display space, booth design and construction, exhibit forwarding and set-up services, identification signs and display systems, utilities, and assistance in hiring temporary staff such as interpreters and booth attendants. Services must be provided at reasonable costs. Organizers should also provide market information to exhibitors and help them achieve their objectives in participating in the fair.
- Normally, recruit at least 10 U.S. firms for the U.S. certified group. All goods displayed in the U.S. pavilion or under TFC auspices by U.S. firms or their local representatives must have at least 51% U.S. content.
- Supply the Commercial Service personnel and Trade Fair Certification staff with promotion brochures and a directory of client exhibitors in ample time for pre-show distribution and end-user contact.
- Provide a fully furnished standard exhibitor booth and standard decoration for Commercial Service personnel to staff a Business Information Office on the show floor with the U.S. exhibitors. Agreement to provide a standard booth to post is required for certification. If Commercial Service personnel feel that they do not need a formal booth, or the request is otherwise justified, the booth requirement can be waived. Commercial Service personnel will work with the organizer to develop space arrangement that is adequate for the show. Booth or other space should be adequate to run operations, provide proper U.S. Department of Commerce/Commercial Service identification (signs/emblems/flags), display materials, conduct counseling, etc., and be in a location agreeable with the post.
- Develop, construct and decorate an attractive, high-quality U.S. pavilion. When a show does not lend itself to a U.S. pavilion arrangement, the organizer must work with the post on providing a suitable alternative for U.S. exhibitors. An enlarged version of TFC logo must be prominently displayed throughout the U.S. pavilion.
- Conduct an adequate domestic and overseas marketing campaign to recruit U.S. exhibitors and attract foreign buyers. Target infrequent and small and medium sized firms in all recruiting activities, consistent with the Commerce Department's goal to increase the base of U.S. companies that are exporting.
- Report the results of U.S. exhibitors' participation and provide appropriate survey data in a timely manner to Commercial Service personnel and TFC staff.
- Contribute \$1,750 (non-refundable) to the Department of Commerce to help defray direct expenses incurred by the department in processing the application and providing support for the event.

U.S. Commercial Service Support for TFC Events

Washington Headquarters

- Assigns a Project Officer to coordinate Commerce Department support for the event.

- Supplies a certificate endorsing the event and the organizer.
- Supplies a promotional letter from the Director General (when appropriate, from the Secretary or President of the U.S.) encouraging participation. This letter may be used in the show directory or other promotional materials.
- Authorizes the organizer to use a U.S. Department of Commerce Certified Trade Fair logo, official seals, and statements of partnership/cooperation in promoting and recruiting for the event.
- Provides the latest available research compiled by Commercial Service specialists at the overseas posts.
- Supplies a potential exhibitor contact list from our internal database of more than 35,000 firms that have participated in Commerce programs/shows or have expressed an interest in doing so.
- Lists the event in the National Trade Data Bank, World Wide Web, and the Export Promotion Calendar.
- Lists the event in Commerce Department publications such as Business America.
- Supplies event listing to cooperating private sector publications, such as the Journal of Commerce, National Association of State Development Agencies, etc.
- Writes and makes a detailed public press release; sends event notice announcement to all Commercial Service Domestic Offices to contact appropriate client firms via newsletters, team lists, direct mail, etc.
- Writes an endorsement "Dear Exhibitor" information assistance letter for the organizer to use in recruiting potential exhibitors.
- Provides organizers with a promotional letter invitation to potential exhibitors to attend post pre-show briefing.
- Provides exhibitor list to domestic offices 1-2 months prior to show.
- Provides interagency contacts or coordination in Washington if necessary.
- Assists post in formulating a budget and sends \$1,200 show budget to post.

U.S. Commercial Service Support for TFC Events International Posts

- Provides a pre-show industry and country market briefing and briefing kits to U.S. exhibitors.
- Staffs a Business Information Office (BIO) on the show floor to provide information, facilitate contacts, and perform one-on-one counseling for U.S. exhibitors on working with local firms, pursuing promising opportunities, pricing, distribution, making agreements, local laws, tariffs, government services, etc. The certified organizer must provide a free BIO (or post acceptable alternative) in a suitable location.
- Provides targeted in-country promotional campaign to potential buyers/exhibitors -- includes direct mailing to local industry list, newspaper articles, press releases, notice in trade magazines, AMCHAM and Embassy commercial publications/newsletter, etc; sends show invitations; distributes show tickets, etc. (Extent of post

promotion varies depending on the particular show and resources available.)

- Identifies, and where appropriate, invites foreign government and trade association officials to the show.
- Provides on-site matchmaking/contact facilitation for exhibitors from local firms invited to the show.
- Where applicable, arranges/coordinates official military or other foreign buyer delegations to visit U.S. exhibitors.
- Arranges for CS officers at other posts to promote the show in their country, visit the show, provide regional counseling, etc; coordinates ShowCase Europe participation and similar programs (where applicable).
- Coordinates efforts of other USG agencies at post to support the event.
- Provides organizer with end-of-show debriefing/report, sales surveys, etc.
- Works with the fair authority to facilitate optimum space/services for U.S. participants.
- Provides official emblems, flags, etc., if necessary; provides US&FCS posters and handout materials.
- Checks that organizer booths, signage, exhibitor services, directory, traffic flow, etc., are suitable.

Additional Services from International Post

- Arrange/coordinate Embassy reception for U.S. exhibitors and clients.
- Organize a local press conference.
- Arrange for SCO/Ambassador to participate in opening ceremony, walk through exhibits, etc.
- Provide a letter to the organizer from the SCO/Ambassador promoting the show to potential U.S. exhibitors.
- Arrange/coordinate Embassy reception for U.S. exhibitors and clients.
- Provide a letter to the organizer from the SCO/Ambassador promoting the show to potential U.S. exhibitors.
- Provide a pre-show and post-show matchmaking for exhibitors. (Depends on resources/local programs.)
- Provide translation assistance.
- Support a catalog exhibition during the show.
- Provide/coordinate more extensive in-country promotion.
- Coordinate any participation in the show by trade missions, high-level officials traveling to the country, etc.

Note: Arranging/facilitating foreign buyer delegations, regional efforts, or ShowCase Europe activities may require separate FCS project budgets and/or funding from organizers. Additional post services are dependent on resources, competing activities, and funding available at post. Organizers can be asked to cover or supplement these costs.

U.S. Commercial Service Support for TFC Events

U.S. Offices – Export Assistance Centers

- Distributes show information and encourages U.S. firms via newsletters, direct mail, etc., to attend the show.
- Initiates CS Team awareness and other actions to support attendance and pass responses to organizer.
- Counsels exhibitors on CS services and how to make contacts, utilize marketing techniques, etc.
- Refers prospective exhibitors to the show organizer.
- Follows-up with exhibitors after the show to assist with sales, obtain success stories, etc.

FOR MORE INFORMATION OR TO APPLY:

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